

## **AMENDMENTS TO THE CLAIMS**

1. (previously presented) A method for constructing a data warehouse for a customer within a specific industry, said method comprising the steps of:

selecting at least one shared subject area from a plurality of predefined shared subject areas for inclusion in a logical data model for said data warehouse, each one of said predefined shared subject areas comprising a plurality of entities and relationships defining the manner in which basic information common to two or more industries is stored within a database; and

populating said data warehouse with data in accordance with said logical data model.

2. (previously presented) The method for constructing a data warehouse for a customer within a specific industry in accordance with claim 1, said method further comprising the step of:

including industry specific entities and attributes add-ons to said selected shared subject area within said logical data model for said data warehouse.

3. (previously presented) The method for constructing a data warehouse for a customer within a specific industry in accordance with claim 1, said method further comprising the step of:

including an industry specific extension to said selected shared subject area within said logical data model for said data warehouse.

4. (previously presented) The method for constructing a data warehouse for a customer within a specific industry in accordance with claim 1, wherein said specific industry comprises one member of the group of industries comprising:

- communications;
- retail;
- manufacturing;
- financial services;
- insurance;
- e-business;
- travel; and
- transportation.

5. (previously presented) The method for constructing a data warehouse for a customer within a specific industry in accordance with claim 1, wherein said at least one shared subject area comprises at least one member of the group of predefined subject areas comprising:

- an advertisement subject area defining the manner in which information about sales, promotions and advertising of interest to two or more industries is stored within a database;

- a clickstream subject area defining the manner in which information concerning web visitors and visitor web activity of interest to two or more industries is stored within a database;

- a financial management subject area defining the manner in which financial information of interest to two or more industries is stored within a database;

- a location subject area defining the manner in which information concerning physical and virtual properties of interest to two or more industries is stored within a database;

a party subject area defining the manner in which information about any person, business, group, or association that is of business interest to two or more industries is stored within a database; and

a privacy subject area defining the manner in which information about privacy permissions from individuals, households and organizations of interest to two or more industries is stored within a database.

6. (previously presented) A data warehouse system for a customer within a specific industry, comprising:

a relational database for holding information, said information being organized within said relational database in accordance with a logical data model;

said logical data model including a plurality of subject areas, each one of said subject areas including entities and relationships defining the manner in which subsets of said information is stored and organized within said data warehouse; and

said plurality of subject areas including at least one shared subject area selected from a plurality of predefined shared subject areas, each one of said predefined shared subject area comprising a plurality of entities and relationships defining the manner in which basic information common to two or more industries is stored within a database.

7. (previously presented) The data warehouse system for a customer within a specific industry in accordance with claim 6, wherein:

said logical data model further includes industry specific entities and attributes add-ons included in said at least one shared subject area.

8. (previously presented) The data warehouse for a customer within a specific industry in accordance with claim 6, wherein:

said logical data model further includes an industry specific extension appended to said at least one shared subject area.

9. (previously presented) The data warehouse for a customer within a specific industry in accordance with claim 6, wherein said specific industry comprises one member of the group of industries comprising:

communications;

retail;

manufacturing;

financial services;

insurance;

e-business;

travel; and

transportation.

10. (previously presented) The data warehouse for a customer within a specific industry in accordance with claim 6, wherein said at least one shared subject area comprises at least one member of the group of predefined subject areas comprising:

an advertisement subject area defining the manner in which information about sales, promotions and advertising of interest to two or more industries is stored within a database;

a clickstream subject area defining the manner in which information concerning web visitors and visitor web activity of interest to two or more industries is stored within a database;

a financial management subject area defining the manner in which financial information of interest to two or more industries is stored within a database;

a location subject area defining the manner in which information concerning physical and virtual properties of interest to two or more industries is stored within a database;

a party subject area defining the manner in which information about any person, business, group, or association that is of business interest to two or more industries is stored within a database; and

a privacy subject area defining the manner in which information about privacy permissions from individuals, households and organizations of interest to two or more industries is stored within a database.